Exibitor Booklet



MICEC 27

Michigan Career Education Conference

MICHIGAN Department of Education

Learning that works for Michigan CTE®

January 24 – 26, 2027

Amway Grand Plaza Hotel | Grand Rapids, Michigan

We invite you to participate as an exhibitor and/or sponsor at the 2027 Michigan Career Education Conference sponsored by the Michigan Department of Education's Office of Career and Technical Education. More than 1,000 Michigan educators, administrators, counselors, and community partners are expected to attend this conference. Exhibiting at the conference is an excellent opportunity for you to display your company's latest products that support teaching and learning.

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January 24 - 26, 2027

HOTEL ACCOMMODATIONS:

Amway Grand Plaza Hotel

Run of House: $169 per night

Parking: $35 per night for self-parking
$39 per night for valet parking

Reservations must be made on or by December 24, 2026.

Courtyard by Marriott

Run of House: $164 per night

Parking: $29 per night for self-parking

Reservations must be made on or by December 25, 2026.



1,000+

CAREER & TECHNICAL EDUCATORS, COUNSELORS, ADMINISTRATORS, COMMUNITY PARTNERS, & REPRESENTATIVES

Connect with over 1,000 career and technical educators, counselors, administrators, community partners, and representatives from across the State of Michigan! At the conference, you will receive direct access to decision makers seeking resources to assist their educators in providing exemplary educational services. Network, influence, and interact with the leading educators from across the State of Michigan in one place. We look forward to providing this opportunity to showcase your products and services in this forum!

EXHIBIT SCHEDULE

EXHIBIT SET UP:

SUNDAY 3:00 - 5:00 P.M.

MONDAY 6:30 - 7:30 A.M.

EXHIBITS OPEN:

SUNDAY 5:00 - 7:00 P.M.

MONDAY 7:30 A.M. - 4:30 P.M.

TUESDAY 8:00 A.M. - 1:00 P.M.

PRICING

EXHIBITOR REGISTRATION

CENTER CONCOURSE AND CROWN FOYER $825/booth

AMBASSADOR BALLROOM, WEST CROWN FOYER $775/booth

This registration includes one six-foot, clothed and skirted standard table and two complimentary conference registrations, including breakfast and lunch. (Each individual must complete the registration process via the online registration software.)

ADDITIONAL ORGANIZATION REPRESENTATIVE $300

If your organization will be represented by more than two representatives, each additional representative must complete the conference registration via the online registration.

EACH ADDITIONAL SIX-FOOT CLOTHED AND SKIRTED EXHIBIT TABLE WITHIN ONE EXHIBITOR SPACE $325

Please note, two tables are unable to be accommodated in the Crown Foyer due to sizing. If you would like two tables, two booth spaces will need to be purchased.

EXAMPLE CONFERENCE SCHEDULE

SUNDAY, JANUARY 24

3:00 p.m. – 5:00 p.m. ..... Exhibitor Set-Up
3:00 p.m. – 7:00 p.m. ..... Conference Registration Open
5:00 p.m. – 7:00 p.m. ..... Exhibits Open
5:00 p.m. – 7:00 p.m. ..... iCEV Opening Night Reception

MONDAY, JANUARY 25

7:00 a.m. – 4:30 p.m. ..... Registration Open
7:30 a.m. – 4:30 p.m. ..... Exhibits Open
7:30 a.m. – 8:45 a.m. ..... Continental Breakfast with Exhibitors
9:00 a.m. – 11:00 a.m. ..... Opening Keynote
11:00 a.m. – 11:15 a.m. ..... Coffee Break & Snacks with Exhibitors
11:15 a.m. – 12:15 p.m. ..... Breakout Session A
12:30 p.m. – 1:50 p.m. ..... Lunch Keynote
2:00 p.m. – 2:15 p.m. ..... Coffee Break with Exhibitors
2:15 p.m. – 3:15 p.m. ..... Breakout Session B
3:15 p.m. – 3:30 p.m. ..... Coffee Break & Snacks with Exhibitors
3:30 p.m. – 4:30 p.m. ..... Breakout Session C

TUESDAY, JANUARY 26

8:00 a.m. – 1:30 p.m. ..... Registration Open
8:00 a.m. – 1:00 p.m. ..... Exhibits Open
8:00 a.m. – 9:00 a.m. ..... Breakfast with Exhibitors
9:00 a.m. – 11:00 a.m. ..... Closing Keynote
11:00 a.m. – 11:30 a.m. ..... Coffee Break with Exhibitors
11:30 a.m. – 12:30 p.m. ..... Breakout Session D
12:30 p.m. – 1:00 p.m. ..... Coffee Break & Snacks with Exhibitors
1:00 p.m. – 2:00 p.m. ..... Breakout Session E

ADDITIONAL INFORMATION

Exhibitors must be present at their booth during all breakfast, breaks and reception.

Exhibitors must arrange for electricity, shipping requirements, and internet access directly with the Amway Grand Plaza Hotel by completing the form attached to the exhibitor confirmation letter. The confirmation letter will be emailed automatically upon completing your registration via the online submission form.

HOTEL ARRANGEMENTS

A special room block is being held at the Amway Grand Plaza Hotel and the Courtyard by Marriott. To secure the group rate, rooms must be reserved by the cut-off dates listed below. Rooms are only available on a first come first served basis and do have a potential to sell out.

Amway Grand Plaza Hotel reservations can be made by calling 1-800-253-3590 using group name Michigan Career Education Conference or click here to book online.
Reservations must be made on or by the cut-off date of Dec. 24, 2026.

Courtyard by Marriott reservations can be made by calling 1-888-236-2427 using group name Michigan Career Education Conference or click here to book online.
Reservations must be made on or by the cut-off date of Dec. 25, 2026.

CONTACT

SOPHIA RISHAR

Phone: 517-897-1577

Email: sophia@edgepartnerships.com

Website: michigancareerconference.org

AMWAY GRAND PLAZA HOTEL

Phone: 616-774-2000

Website: amwaygrand.com

RULES AND REGULATIONS

Conference activities, such as registration and breaks, will be held in the exhibit area.

Shipping and Receiving Information:
Shipments of material, literature, product, as well as cartons and envelopes should be addressed as follows:

Recipient's Name (person who will be picking up items)
Convention Name (name of company and/or convention)
c/o Amway Grand Plaza Hotel
187 Monroe Ave NW
Grand Rapids, MI 49503

PLEASE DO...

Write recipients name and name of Convention on box itself
Pre-pay all shipments; we are unable to accept COD shipments
Number packages (ex: 1 of 3, 2 of 3, 3 of 3)
Record and bring with you the tracking number of all packages shipped

PLEASE DO NOT...

Address items to Convention Service Manager
Send shipments more than 2 weeks prior to your arrival

Only a limited amount of exhibit material, no greater than items that fit on a bellman's cart, (5'X18") may be brought through the public Motor Lobby; your contracted group parking rates would apply. Bellman assistance with deliveries is available for a cost.

All major deliveries (larger than UPS, FedEx, USPS, etc) should be delivered through the Loading Dock, located on Lyon Street on the north side of the facility (accessed via the corner of Monroe Street and Lyon Street). The Loading Dock will only accommodate 2 oversized vehicles –temporary parking is permitted as you unload. Protocol on unloading is as follows: pull into dock, unload equipment off to the side (do not leave items on the Loading Dock truck plates), park vehicle elsewhere, then come back to retrieve equipment and facilitate movement inside the hotel. Vendors will most likely require assistance from the Loading Dock or hotel security staff to get inside, and please advise to your vendors the room name of their intended location. There is a call button on the outside of the building, and a house phone inside the Loading Dock, which are typically utilized for any deliveries after 5:00 p.m. or on weekends.

EXHIBITOR REGISTRATION

Follow the steps below to secure your booth today!

1. Review the Exhibitor Booklet for important exhibitor information and a layout of the booth spaces.
2. Complete the Exhibitor Submission Form.
3. Once your submission is received, you will be assigned a booth and sent a confirmation letter with registration instructions.

All exhibitors and exhibitor booth representatives must register for the conference.

All fees must be paid within 30 days of registration. If not paid, the booth will be canceled and given to another exhibitor.

Cancellation of exhibit space – must be received in writing no later than December 14, 2026, to receive a refund. Cancellations and refund requests are subject to a $50 processing fee. No refunds after December 15, 2026.

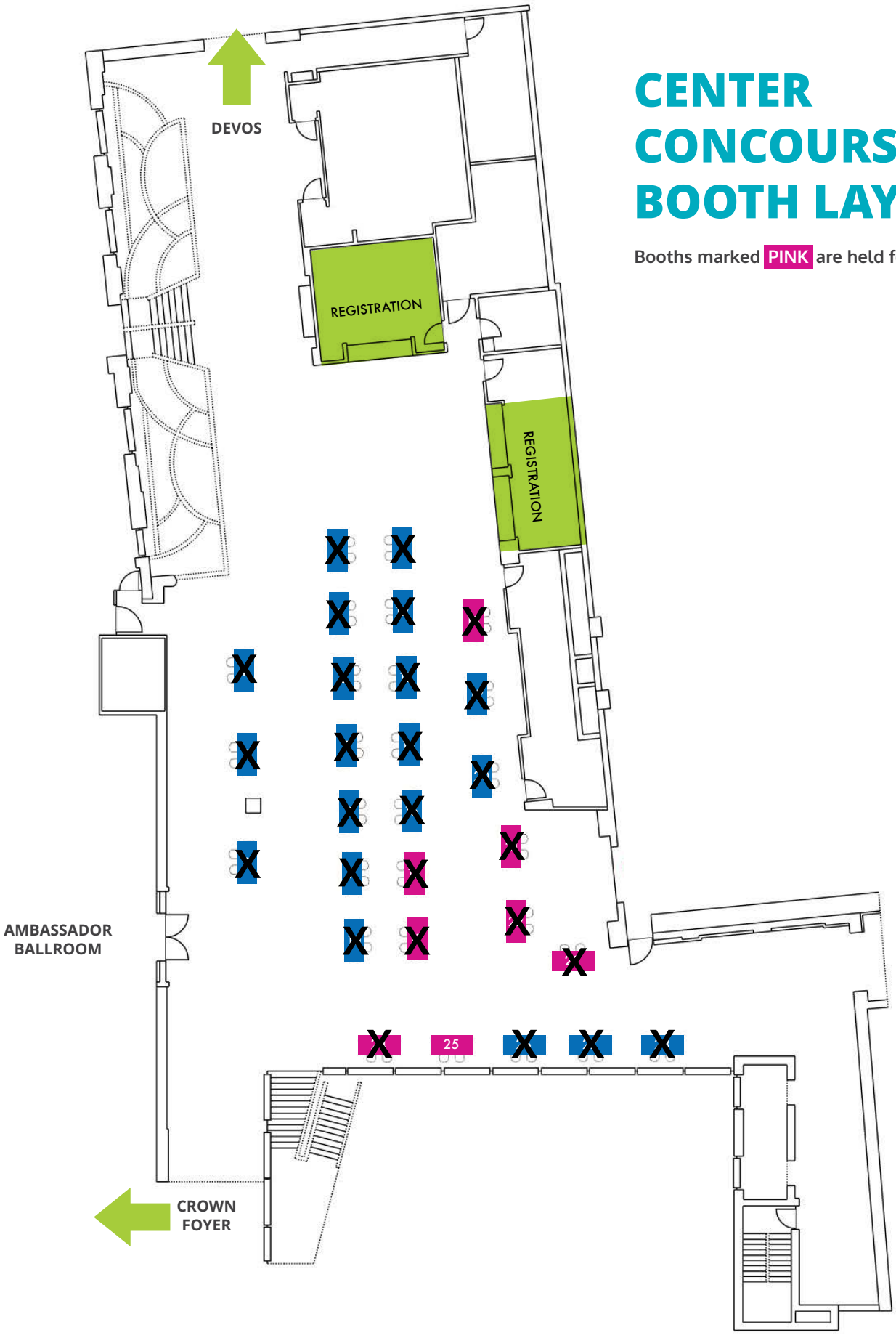
Credit card payments can be submitted during the registration process or over the phone by calling Sophia Rishar at 517-897-1577.

To pay by check, make checks payable to Edge Partnerships, 117 E. Kalamazoo St., Lansing, MI 48933. Please include the event name on the memo line.

Questions? Call 517-897-1577.

CENTER CONCOURSE BOOTH LAYOUT

Booths marked PINK are held for sponsors



AMBASSADOR & CROWN FOYER BOOTH LAYOUT

